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Research Report

Newspaper Advertising Bureau, Inc. 485 Lexington Avenue, New York, New York 10017

THE BELIEVABILITY OF ADVERTISING MEDIA:

Results from a Recent Nationwide Survey

September 1981

This study is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper industry and its advertisers. These reports form the basis of recommendations for the efficient use of the newspaper medium to meet the specific marketing needs of individual companies.

The Believability Of Advertising In Five Media

The impact of any advertisement on consumer buying behavior partially depends upon the consumers' perceptions of the believability of the advertising message. Three things, independent of the consumer, can influence the believability of any advertising message: the source of the message (the advertiser), the medium in which the advertisement appears, and the content of the message itself. This report deals with one of these components--the advertising medium.

Background: Previous Studies

The American Association of Advertising Agencies has periodically sponsored research on the consumers' perspectives concerning advertising and the role it plays in our society. Selected findings of those studies are summarized in Tables 1 and 2 to provide some idea of how consumers view advertising in general.

Over the ten year period covered by the 4A's studies, 1964-1974, the American consumer became more skeptical concerning advertising practices while, in general, accepting the principle that "advertising is essential." Only a minority believed that advertising "presents a true picture of the products advertised."

Table 1

4A Consumer Studies on Advertising, 1964-1974:
% Agreeing with Selected Statements

Advertising...	1964 N=(1846)	1967 (524)	1972 (300)	1974* (1801)
a. Is essential	78%	76%	74%	88%
b. Helps raise our standard of living	71	67	52	55
c. Results in better products for the public	74	72	62	57
d. In general results in lower prices	40	35	22	28
e. Often persuades people to buy things they shouldn't buy	65	65	63	82
f. Generally presents a true picture of the product advertised	41	37	30	41
g. Most advertising insults the intelligence of the average consumer	43	46	57	59

* Computed differently than in earlier studies. Represents only the responses to a positively worded question. Previous figures reflect a weighted sum of 2 questions, one positively and one negatively worded.

In the latest 4A's study, more than 4 out of 5 persons believed advertising persuades people to make unnecessary purchases. In the earlier studies just under two-thirds held that belief. Table 2 demonstrates that the percentage of consumers with unfavorable attitudes towards advertising in general increased somewhat over the 1964 to 1974 period.

Table 2

4A Studies--General Consumer, 1964-1974:
Attitude Toward Advertising

	1964 N=(1846)	1967 (524)	1972 (300)	1974* (1801)
Favorable	41%	49%	41%	37%
Mixed	34	31	32	39
Unfavorable	14	15	18	21
Indifferent	8	3	7	3**
Unclassifiable	3	2	2	-
	100%	100%	100%	100%

*Question asked differently than in other studies. Favorable was computed using % responding completely or mostly favorable. Mixed was the % responding either slightly favorable or slightly unfavorable. Unfavorable was the % responding completely or mostly unfavorable. Earlier versions used coded open-ended responses to "How do you yourself feel about advertising?"

**Don't know/No answer.

Methodology: Present Study

The questions used in the survey reported on here were developed by the NAB research staff. A pre-test sample of about 85 respondents was used to evaluate the first set of questions developed.

Opinion Research Corporation conducted the fieldwork and processed the data. The questions were included in their August 1981 Caravan Express survey. A national

probability sample of 1001 respondents was interviewed by telephone. The NAB questions were the only media-related questions which were asked in the survey.

The figures presented below are subject to a sampling error of no more than plus or minus three percentage points (at the 95% level). All ORC figures have been weighted to be representative of the 1980 adult population of the United States.

Two indices are presented in the table which appear below. In both the "Believability Index" and the "Most Believable Index", the results for newspapers are being compared to the results for television. In the Believability Index, the percentage of respondents selecting newspapers as either very believable or believable was divided by the corresponding percentage for television. In the Most Believable Index, the proportion of respondents selecting newspapers as <u>the</u> single most believable advertising medium was divided by the corresponding proportion who chose television.

The Believability of Advertising Within Each Medium*

The first question asked each respondent to indicate, on a 5-point scale, how believable they considered the advertising in each of five media: newspapers, magazines, radio, television and direct mail.

Newspapers are clearly the medium with the most believable advertising, as Table 3 demonstrates. The advertising in newspapers was rated as either very believable or believable by twice as many respondents as was the advertising on television, 68% to 34%.

Among the demographic segments often considered as special target audiences for advertisers (see Table 4)**, newspaper advertising is found to be even more believable. The advertising in newspapers is found to be either very believable or believable by 70% or more of the respondents between 25 and 44 years of age, those with at least some college education, those with incomes greater than or equal to $20,000, and those in professional or managerial occupations. It may be of particular interest that among employed females, many of whom are earning the

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* The exact wording of each question asked in the survey can be found in the appendix of this report.

** The complete tables with all demographic breakdowns appear in the appendix.

Table 3

Believability of Advertising in 5 Media

	Newspapers	Magazines	Radio	Television	Direct Mail
Very Unbelievable	1%	2%	1%	8%	12%
Unbelievable	13	21	17	36	41
Neither believable nor unbelievable	15	18	17	19	17
Believable	63	49	56	31	24
Very Believable	5	3	3	3	1
Don't Know	3	7	6	3	5
	100%	100%	100%	100%	100%
(Believable & Very Believable)	68%	52%	59%	34%	25%
Rank of Medium	1	3	2	4	5

(Total No. of Respondents: 1001)

Source: ORC Caravan Express, August 1981

the second income in two-income families, 71% rated newspapers as either believable or very believable. Single respondents and 18 - 24 year olds gave newspapers their highest rating--80%.

Table 4

Believability*
By Selected Demographics

	Newspapers	Magazines	Radio	Television	Direct Mail	Believability Index**
TOTAL PUBLIC	68%	52%	59%	34%	25%	200
AGE						
18 - 24	80	54	61	35	32	229
25 - 34	76	62	72	40	29	190
35 - 44	71	52	63	29	20	245
EDUCATION						
Some college	71	58	55	31	20	229
College graduate	70	57	56	28	22	250
INCOME						
$20-25,000	75	58	60	34	30	221
$25,000 +	73	63	60	37	22	197
$35,000 +	75	61	58	34	13	221
EMPLOYED						
Female	71	54	60	35	30	203
OCCUPATION						
Professional/Mgr.	73	57	59	29	24	252
MARITAL STATUS						
Single	80	61	61	32	32	250

Source: ORC Caravan Express, August 1981

* Believability is defined as answering the first question with either "very believable" or "believable".

** In the Believability Index, the ratio of newspaper-to-television is shown, where the proportion rating television as believable equals 100.

In almost all of these demographic groups the newspaper-to-television Believability Index value is either 200 or higher. Among college graduates, singles, and those in professional or managerial occupations, the index value climbs to at least 250. Only in the 25 - 34 year old segment does the index value drop below the 200 mark, and only insignificantly for them.

The above figures concern "preferred" demographic segments. However, newspapers did extremely well in other demographic segments as well. For instance, skilled blue collar workers gave newspapers a 77% believability rating, the highest rating of all occupational categories.

The Believability of Advertising Across Media

Each respondent was also asked to select the one most believable advertising medium. Again, newspapers are by far the most believable medium, selected by 42% of the respondents. The number of respondents selecting newspapers as the single most believable advertising medium was 62% higher than the number of respondents selecting television.

Table 5

Most Believable Medium

	Percent Selecting Medium	Rank of Medium
Newspapers	42%	1
Magazines	11	3.5
Radio	11	3.5
Television	26	2
Direct Mail	5	5
All about equal	2	
No opinion	3	
	100%	

(Total No. of Respondents: 1001)
Source: ORC Caravan Express, August 1981

Among the target demographic segments discussed in the preceding section, newspapers were selected as the most believable medium to a greater degree than by the total public, except for the 25 - 34 year old group (which selected newspapers at the average rate). Among college graduates, those in professional, managerial or other white collar occupations, those living in the NE region of the country, and those with an income of $35,000 or more, more than half selected newspapers as the most believable advertising medium. Almost half of all working women in the sample (49%) chose newspapers as the most believable advertising medium.

The overall newspaper-to-television Most Believable Index value was 162. Each of the target demographic segments had a higher index value than the total public. All three upscale segments discussed above ($35,000+, professional/managerial, college graduate) had an index value that exceeded 275.

The rise of television to second place here, compared to fourth place in the previous question, is not as inconsistent as it may seem at first. This result may be due to the forced-choice method used in the second question. A respondent selecting newspapers as most believable could not also select magazines or any other medium as most believable.

Table 6

Most Believable Medium
By Selected Demographics

	Newspapers	Magazines	Radio	Television	Direct Mail	Most Believable Index*
TOTAL PUBLIC	42%	11%	11%	26%	5%	162
AGE						
18 - 24	46	9	14	26	5	177
25 - 34	42	11	15	21	8	200
35 - 44	44	9	10	27	5	163
EDUCATION						
Some college	45	16	7	25	6	180
College graduate	52	11	10	18	3	289
INCOME						
$20-25,000	45	12	11	25	4	180
$25,000 +	47	13	10	23	3	204
$35,000 +	53	13	8	19	2	279
EMPLOYED						
Female	49	10	9	25	2	196
OCCUPATION						
Professional/Mgr.	52	15	9	18	2	289
MARITAL STATUS						
Single	48	12	11	21	7	229

Source: ORC Caravan Express, August 1981

* In the Most Believable Index, % selecting television=100.

This explanation is supported by comparing the overall believability of print versus broadcast media in the two questions. In the first question, the print media were rated as either believable or very believable 1.3 times as often as the broadcast media. In the second question, the print media were selected as most believable 1.4 times as often as the broadcast media. The comparable index values of print to broadcast for the two questions are 129 and 143 respectively.

The only comparative findings that deal with both believability questions appear in a proprietary study conducted by Management Horizons on advertising credibility.* Their results seem to be consistent with the data presented in this report.

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*Authors: Robert L. Anderson and Alice L. Rodgers (1980)

Conclusions

In both questions, newspapers were rated as the most believable of the five advertising media. They were rated as more believable than either magazines or direct mail in every demographic segment. Newspapers were also rated as more believable than radio by every demographic segment except the formerly married respondents who rate them almost equally believable.

Newspapers also performed extremely well compared to television. In both question, for the sample as a whole, the advertising in newspapers was rated as significantly more believable than the advertising on television ($p<.05$). This is also the case when the sample is broken down into demographic segments. Virtually every demographic segment in both questions rated the advertising in newspapers as significantly more believable than the advertising on television.

The long term implications for newspaper advertising appear to be quite promising. The 25 - 34 year old respondents rated newspapers as significantly more believable than television, even though they were the

first generation to be raised with television as a pervasive influence. For this group, the Most Believable Index value was 200, which was the highest value for any age group.

This age group accounts for 23% of the adult population (18 years of age or older). They comprise the heart of the baby-boom generation, currently one of the most sought-after segments of the population by marketers and advertisers. The influence of this group on consumption expenditures is sure to be felt for a very long time.

Over the years, the environment for advertising messages may have deteriorated. If so, then the credibility of the medium that carries advertisers' messages is more crucial today than ever before. High believability for the medium gives any advertising message a better chance of being perceived as believable. Newspapers can provide the credibility to give advertisements a fighting chance against growing consumer skepticism.

This advantage of using newspapers as an advertising medium is particularly important for upscale consumers. The 1974 4A's study found that respondents with high income and college educations were the least favorable towards

advertising as an institution. These groups were among the most favorable towards newspapers in both questions asked in the current survey. The believability of newspaper advertising is very high in general and higher still among such key demographic segments.

Appendix

Page

Table 7. Believability of Advertising in Newspapers: Demographic Breakdowns..... 17

Table 8. Believability of Advertising in Magazines: Demographic Breakdowns..... 18

Table 9. Believability of Advertising on Radio: Demographic Breakdowns..... 19

Table 10. Believability of Advertising on Television: Demographic Breakdowns..... 20

Table 11. Believability of Advertising by Direct Mail: Demographic Breakdowns..... 21

Table 12. Most Believable Advertising Medium: Demographic Breakdowns..... 22

Table 13. Newspaper Readership in Past Five Weekdays: Demographic Breakdowns..... 23

Questionnaire..... 24

Table 7

BELIEVABILITY OF ADVERTISING IN NEWSPAPERS:
DEMOGRAPHIC BREAKDOWNS

1. VERY UNBELIEVABLE
2. UNBELIEVABLE
3. EITHER
4. BELIEVABLE
5. VERY BELIEVABLE
6. DON'T KNOW

	PERCENTAGE BASE UNWTD	WTD	1.	2.	3.	4.	5.	6.
TOTAL PUBLIC	1001	4669	1	13	19	63	3	1
HEAD OF HOUSEHOLD	870	4037	2	13	19	61	4	1
MALE HEAD OF HOUSEHOLD	443	1986	1	11	16	68	3	1
FEMALE HEAD OF HOUSEHOLD	427	2051	2	15	19	61	3	0
MALE	500	2266	1	11	18	65	3	1
FEMALE	501	2402	2	15	19	62	3	1
18 - 24 YEARS OF AGE	139	695	2	6	12	70	10	0
25 - 34	265	1087	1	11	11	73	3	1
35 - 44	176	681	1	11	16	68	3	1
45 - 54	198	707	1	16	19	61	3	0
55 - 64	140	689	1	18	19	59	2	1
65 OR OLDER	100	601	4	19	23	48	1	1
HIGH SCHOOL INCOMPLETE	184	1228	3	18	18	56	3	1
HIGH SCHOOL GRADUATE	356	1671	1	13	19	63	3	1
COLLEGE INCOMPLETE	199	827	2	10	19	67	1	1
COLLEGE GRADUATE	262	943	1	9	18	68	4	0
UNDER $10,000 HOUSEHOLD INCOME	153	1122	1	14	19	61	4	1
$10,000 - $14,999	139	548	4	15	21	55	5	0
$15,000 - $19,999	111	543	0	15	15	68	3	0
$20,000 - $24,999	109	524	0	9	12	77	1	0
$25,000 OR MORE	355	1258	2	10	10	67	3	1
$25,000 OR MORE	131	452	1	6	17	73	3	1
NORTHEAST	224	856	1	11	14	66	7	1
NORTH CENTRAL	263	1258	3	10	13	69	3	1
SOUTH	320	1574	3	12	16	63	5	1
WEST	194	884	1	19	17	58	4	1
WHITE	861	3500	1	12	16	63	5	3
BLACK	107	607	3	16	6	68	6	1
EMPLOYED	662	2898	1	11	14	69	4	0
EMPLOYED FEMALE	251	1143	1	12	12	67	4	0
NOT EMPLOYED	339	1774	2	15	16	59	4	0
NOT EMPLOYED FEMALE	250	1259	2	18	17	57	3	1
PROFESSIONAL/MANAGER/OWNER	246	928	1	8	15	68	5	1
WHITE COLLAR - SALES/CLERICAL	141	605	1	13	15	64	5	1
BLUE COLLAR - SKILLED	111	522	2	11	10	71	5	1
BLUE COLLAR - SEMI/UNSKILLED	156	805	1	12	16	62	5	1
SINGLE	191	994	1	8	10	71	9	1
MARRIED	658	2960	2	14	14	63	4	1
OTHER	146	793	3	14	23	59	1	0
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	2	14	16	62	2	0
3 OR 4 PEOPLE	439	1920	2	12	14	64	3	1
5 OR MORE PEOPLE	122	554	0	9	16	67	5	1
NO CHILDREN IN HOUSEHOLD	559	2732	1	14	16	62	3	0
CHILDREN UNDER 12	316	1371	2	12	14	64	7	1
CHILDREN 12 - 17	195	900	2	11	14	66	5	1
JAPAN	302	1440	1	11	13	70	3	1
SCANDINAVIA	420	1616	1	14	15	61	5	1
FRANCE	265	1248	2	13	18	63	3	1

Table 8

BELIEVABILITY OF ADVERTISING IN MAGAZINES:
DEMOGRAPHIC BREAKDOWNS

1. VERY UNBELIEVABLE
2. UNBELIEVABLE
3. NEITHER
4. BELIEVABLE
5. VERY BELIEVABLE
6. DON'T KNOW

	BASE UNWTD	PERCENTAGE WTD	1.	2.	3.	4.	5.	6.
TOTAL PUBLIC	1001	4669	2	21	18	49	3	7
HEAD OF HOUSEHOLD	870	4037	2	21	19	49	3	7
MALE HEAD OF HOUSEHOLD	443	1986	2	21	19	52	3	4
FEMALE HEAD OF HOUSEHOLD	427	2051	2	22	18	47	2	9
MALE	500	2266	2	20	19	52	3	4
FEMALE	501	2402	2	21	18	47	3	9
18 - 24 YEARS OF AGE	159	895	5	24	17	51	3	0
25 - 34	265	1097	2	20	13	58	4	3
35 - 44	176	681	2	17	25	51	1	4
45 - 54	158	707	3	14	24	43	5	11
55 - 64	140	689	1	22	13	52	2	10
65 OR OLDER	100	601	1	23	21	37	2	16
HIGH SCHOOL INCOMPLETE	184	1228	2	28	16	37	1	16
HIGH SCHOOL GRADUATE	356	1671	2	20	18	54	3	3
COLLEGE INCOMPLETE	199	827	3	16	19	56	2	4
COLLEGE GRADUATE	262	943	1	18	21	52	3	3
UNDER $10,000 HOUSEHOLD INCOME	153	1322	1	26	19	42	1	11
$10,000 - $14,999	139	648	5	18	25	46	4	2
$15,000 - $19,999	111	543	1	29	18	42	4	7
$20,000 - $24,999	126	624	1	19	17	56	5	3
$25,000 OR MORE	359	1258	2	18	16	58	3	4
$35,000 OR MORE	131	452	1	17	18	59	2	3
NORTHEAST	224	956	2	18	15	54	4	7
NORTH CENTRAL	263	1259	1	17	19	56	3	4
SOUTH	320	1374	3	26	18	40	3	10
WEST	194	884	2	19	21	52	2	4
WHITE	861	3900	2	20	19	49	3	7
BLACK	107	607	2	23	13	54	4	4
EMPLOYED	662	2895	2	19	18	53	3	5
EMPLOYED FEMALE	251	1143	2	17	19	50	4	8
NOT EMPLOYED	339	1774	2	24	19	44	2	8
NOT EMPLOYED FEMALE	250	1259	3	24	18	44	1	10
PROFESSIONAL/MANAGER/OWNER	246	925	1	18	13	64	3	0
WHITE COLLAR - SALES/CLERICAL	141	608	3	15	24	51	4	3
BLUE COLLAR - SKILLED	111	522	1	20	15	57	4	3
BLUE COLLAR - SEMI/UNSKILLED	156	808	3	20	16	48	9	9
SINGLE	191	994	4	16	16	57	4	3
MARRIED	658	2860	2	23	18	49	3	5
OTHER	146	793	1	17	24	46	0	12
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	1	21	19	50	1	8
3 OR 4 PEOPLE	439	1920	4	22	17	48	4	5
5 OR MORE PEOPLE	122	554	0	15	21	53	4	7
NO CHILDREN IN HOUSEHOLD	559	2732	2	21	19	49	2	4
CHILDREN UNDER 12	316	1371	2	21	16	52	4	4
CHILDREN 12 - 17	195	900	3	16	23	49	3	6
URBAN	302	1440	2	21	19	55	2	6
SUBURBAN	420	1816	1	17	22	48	5	7
RURAL	269	1248	3	26	18	46	1	7

Table 9

BELIEVABILITY OF ADVERTISING ON RADIO:
DEMOGRAPHIC BREAKDOWNS

1. VERY UNBELIEVABLE
2. UNBELIEVABLE
3. NEITHER
4. BELIEVABLE
5. VERY BELIEVABLE
6. DON'T KNOW

	PERCENTAGE BASE UNWTD	WTD	1.	2.	3.	4.	5.	6.
TOTAL PUBLIC	1001	4665	1	17	17	56	3	6
HEAD OF HOUSEHOLD	870	4037	1	16	18	56	3	6
MALE HEAD OF HOUSEHOLD	443	1986	2	17	17	57	3	4
FEMALE HEAD OF HOUSEHOLD	427	2051	1	16	20	54	2	7
MALE	500	2266	2	18	16	56	4	4
FEMALE	501	2402	1	16	18	55	3	7
18 - 24 YEARS OF AGE	159	895	2	20	16	56	[illegible]	[illegible]
25 - 34	265	1087	1	13	15	70	[illegible]	[illegible]
35 - 44	176	881	2	14	18	60	[illegible]	[illegible]
45 - 54	158	707	1	11	24	60	[illegible]	[illegible]
55 - 64	140	689	1	20	15	54	[illegible]	[illegible]
65 OR OLDER	100	601	2	27	22	31	3	15
HIGH SCHOOL INCOMPLETE	184	1228	1	17	18	55	1	8
HIGH SCHOOL GRADUATE	356	1671	1	17	14	60	4	4
COLLEGE INCOMPLETE	199	827	2	19	20	53	[illegible]	[illegible]
COLLEGE GRADUATE	262	943	1	17	21	51	5	6
UNDER $10,000 HOUSEHOLD INCOME	153	1322	1	20	15	53	3	8
$10,000 - $14,999	139	648	4	15	20	51	[illegible]	[illegible]
$15,000 - $19,999	111	543	0	14	16	52	[illegible]	[illegible]
$20,000 - $24,999	126	624	0	17	17	59	[illegible]	[illegible]
$25,000 OR MORE	356	1258	2	13	19	56	[illegible]	[illegible]
$35,000 OR MORE	131	452	3	14	22	55	3	3
NORTHEAST	224	996	0	18	17	54	[illegible]	[illegible]
NORTH CENTRAL	263	1255	1	14	17	59	[illegible]	[illegible]
SOUTH	320	1374	2	17	16	54	[illegible]	[illegible]
WEST	194	884	1	14	21	58	[illegible]	2
WHITE	861	3900	1	14	18	59	[illegible]	[illegible]
BLACK	107	607	0	14	11	66	6	3
EMPLOYED	662	2895	1	13	17	60	[illegible]	[illegible]
EMPLOYED FEMALE	251	1143	1	14	19	58	[illegible]	[illegible]
NOT EMPLOYED	339	1774	1	19	18	49	[illegible]	[illegible]
NOT EMPLOYED FEMALE	250	1259	1	19	19	53	[illegible]	[illegible]
PROFESSIONAL/MANAGER/OWNER	246	925	2	14	19	59	[illegible]	[illegible]
WHITE COLLAR - SALES/CLERICAL	141	605	2	16	16	63	[illegible]	[illegible]
BLUE COLLAR - SKILLED	111	522	1	16	12	68	[illegible]	[illegible]
BLUE COLLAR - SEMI/UNSKILLED	156	809	1	19	19	57	2	6
SINGLE	191	994	1	20	14	57	[illegible]	[illegible]
MARRIED	658	2860	1	16	18	56	[illegible]	[illegible]
OTHER	146	793	0	18	19	51	[illegible]	[illegible]
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	1	19	18	51	[illegible]	[illegible]
3 OR 4 PEOPLE	439	1920	2	16	17	58	[illegible]	[illegible]
5 OR MORE PEOPLE	122	554	*	14	18	62	[illegible]	[illegible]
NO CHILDREN IN HOUSEHOLD	559	2732	1	17	17	52	[illegible]	[illegible]
CHILDREN UNDER 12	316	1371	1	14	17	62	[illegible]	[illegible]
CHILDREN 12 - 17	195	900	2	14	18	60	4	2
URBAN	302	1440	1	17	19	59	[illegible]	[illegible]
SUBURBAN	420	1816	2	17	20	51	[illegible]	[illegible]
RURAL	265	1348	1	17	17	54	[illegible]	[illegible]

Table 10

BELIEVABILITY OF ADVERTISING ON TELEVISION:
DEMOGRAPHIC BREAKDOWNS

1. VERY UNBELIEVABLE
2. UNBELIEVABLE
3. EVENLY
4. BELIEVABLE
5. VERY BELIEVABLE
6. DON'T KNOW

	PERCENTAGE BASE UNWTD	WTD	1.	2.	3.	4.	5.	6.
TOTAL PUBLIC	1001	4669	8	36	19	31	3	3
HEAD OF HOUSEHOLD	870	4037	8	36	20	31	3	3
MALE HEAD OF HOUSEHOLD	443	1986	9	35	22	29	3	3
FEMALE HEAD OF HOUSEHOLD	427	2051	7	37	18	32	3	3
MALE	500	2256	9	35	22	30	4	3
FEMALE	501	2402	7	37	17	33	2	4
18 - 24 YEARS OF AGE	159	899	9	33	16	31	4	6
25 - 34	204	1087	8	32	18	37	3	2
35 - 44	176	681	9	38	22	24	3	3
45 - 54	158	707	7	40	25	17	3	3
55 - 64	140	685	5	42	23	17	3	3
65 OR OLDER	100	601	9	40	17	26	2	4
HIGH SCHOOL INCOMPLETE	184	1228	9	32	21	26	4	4
HIGH SCHOOL GRADUATE	356	1671	9	38	21	26	3	3
COLLEGE INCOMPLETE	199	823	11	38	16	28	4	3
COLLEGE GRADUATE	262	943	9	38	18	24	4	4
UNDER $10,000 HOUSEHOLD INCOME	153	1322	6	34	18	34	3	4
$10,000 - $14,999	135	648	7	36	21	25	4	4
$15,000 - $19,999	111	643	12	37	18	28	3	3
$20,000 - $24,999	126	624	8	40	21	23	3	3
$25,000 OR MORE	356	1558	8	38	20	29	3	3
$25,000 OR MORE	131	452	10	33	24	21	3	4
NORTHEAST	229	936	8	44	20	22	3	3
NORTH CENTRAL	253	1255	9	37	17	29	3	4
SOUTH	320	1374	6	34	19	34	3	3
WEST	194	884	10	33	21	34	1	3
WHITE	861	3986	8	37	19	30	3	3
BLACK	107	607	1	34	16	40	3	4
EMPLOYED	662	2895	9	34	20	30	3	3
EMPLOYED FEMALE	253	1143	6	40	16	32	3	3
NOT EMPLOYED	339	1774	6	38	18	31	3	3
AGE EMPLOYED FEMALE	250	1259	5	36	18	34	3	3
PROFESSIONAL/MANAGER/OWNER	246	922	7	31	21	32	4	4
WHITE COLLAR - SALES/CLERICAL	141	600	11	34	21	29	3	3
BLUE COLLAR - SKILLED	118	600	5	40	18	32	3	3
BLUE COLLAR - SEMI/UNSKILLED	156	801	11	34	19	30	4	3
SINGLE	191	994	6	40	19	28	3	3
MARRIED	658	2860	8	35	20	31	3	3
OTHER	146	795	8	32	22	32	3	3
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	7	36	20	31	3	3
3 OR 4 PEOPLE	439	1920	10	36	18	30	3	3
5 OR MORE PEOPLE	122	584	5	34	21	32	3	4
NO CHILDREN IN HOUSEHOLD	559	2732	8	37	19	30	3	3
CHILDREN UNDER 12	316	1371	8	37	19	30	4	3
CHILDREN 12 - 17	191	900	4	33	23	35	2	3
URBAN	302	1448	7	33	18	34	3	4
SUBURBAN	420	1816	8	38	20	27	3	3
RURAL	279	1348	8	36	19	31	2	3

Table 11

BELIEVABILITY OF ADVERTISING BY DIRECT MAIL:
DEMOGRAPHIC BREAKDOWNS

1. VERY UNBELIEVABLE
2. UNBELIEVABLE
3. EITHER
4. BELIEVABLE
5. VERY BELIEVABLE
6. DON'T KNOW

	PERCENTAGE BASE UNWTD	WTD	1.	2.	3.	4.	5.	6.
TOTAL PUBLIC	1001	4669	12	41	17	24	1	5
HEAD OF HOUSEHOLD	878	4037	12	42	16	23	1	6
MALE HEAD OF HOUSEHOLD	443	1986	15	43	17	20	1	4
FEMALE HEAD OF HOUSEHOLD	427	2051	9	41	15	26	1	7
MALE	500	2266	14	41	17	22	2	4
FEMALE	501	2402	9	40	16	27	1	7
18 - 24 YEARS OF AGE	139	895	12	41	14	29	3	1
25 - 34	265	1087	11	42	17	27	2	1
35 - 44	176	681	13	42	21	20	*	4
45 - 54	158	707	6	41	19	20	1	13
55 - 64	140	685	8	43	14	27	0	9
65 OR OLDER	100	601	21	33	15	20	0	11
HIGH SCHOOL INCOMPLETE	184	1208	7	41	13	27	1	11
HIGH SCHOOL GRADUATE	356	1671	13	40	15	28	2	3
COLLEGE INCOMPLETE	199	827	13	43	22	18	2	2
COLLEGE GRADUATE	262	963	15	39	20	21	1	4
UNDER $10,000 HOUSEHOLD INCOME	153	1322	10	39	14	28	1	4
$10,000 - $14,999	139	646	14	40	17	24	2	3
$15,000 - $19,999	111	493	17	44	14	21	0	3
$20,000 - $24,999	126	620	7	36	20	30	0	7
$25,000 OR MORE	358	1258	12	43	19	20	2	4
$35,000 OR MORE	131	452	13	44	25	11	2	5
NORTHEAST	229	956	9	49	15	23	0	4
NORTH CENTRAL	263	1258	12	37	17	25	2	6
SOUTH	320	1574	11	38	16	25	2	8
WEST	194	884	14	43	14	23	3	2
WHITE	861	3900	13	41	17	22	1	5
BLACK	107	607	4	38	12	42	0	4
EMPLOYED	662	2695	11	42	17	25	1	4
EMPLOYED FEMALE	251	1143	7	42	17	29	1	4
NOT EMPLOYED	339	1774	13	38	15	24	1	9
NOT EMPLOYED FEMALE	250	1259	11	39	15	25	1	9
PROFESSIONAL/MANAGER/OWNER	246	925	14	40	19	23	1	3
WHITE COLLAR - SALES/CLERICAL	141	606	9	45	22	20	*	4
BLUE COLLAR - SKILLED	111	522	10	39	14	32	3	2
BLUE COLLAR - SEMI/UNSKILLED	156	605	10	44	15	26	1	4
SINGLE	191	994	10	40	16	29	3	2
MARRIED	658	2860	13	41	18	22	1	5
OTHER	146	793	10	39	15	26	*	10
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	14	39	16	24	*	7
3 OR 4 PEOPLE	439	1520	10	42	17	25	2	4
5 OR MORE PEOPLE	122	554	9	44	19	24	1	3
NO CHILDREN IN HOUSEHOLD	559	2732	13	41	16	23	2	7
CHILDREN UNDER 12	316	1371	10	40	18	28	2	3
CHILDREN 12 - 17	195	900	8	42	20	25	2	3
[illegible]	302	1440	15	40	16	23	1	5
[illegible]	420	1816	11	43	17	22	1	6
[illegible]	269	1248	9	38	17	29	1	6

Table 12

MOST BELIEVABLE ADVERTISING MEDIUM:
DEMOGRAPHIC BREAKDOWNS

1. DIRECT MAIL
2. NEWSPAPERS
3. TELEVISION
4. RADIO
5. MAGAZINES
6. ALL MEDIA ABOUT EQUALLY BELIEVABLE
7. NO OPINION

	PERCENTAGE BASE								
	UNWTD	WTD	1.	2.	3.	4.	5.	6.	7.
TOTAL PUBLIC	1001	4669	5	42	25	11	11	2	3
HEAD OF HOUSEHOLD	670	4037	5	41	26	11	12	2	3
MALE HEAD OF HOUSEHOLD	443	1986	4	42	28	11	14	2	2
FEMALE HEAD OF HOUSEHOLD	427	2051	6	41	24	11	9	2	4
MALE	500	2266	5	43	25	11	13	2	2
FEMALE	501	2402	6	41	28	11	10	2	3
18 - 24 YEARS OF AGE	139	695	5	46	26	14	9	0	0
25 - 34	269	1047	8	42	21	15	11	2	1
35 - 44	176	681	5	44	27	10	9	3	3
45 - 54	158	707	2	44	35	7	9	3	3
55 - 64	140	689	8	42	25	7	14	0	4
65 OR OLDER	100	601	6	32	26	11	13	4	8
HIGH SCHOOL INCOMPLETE	144	1208	9	36	37	11	7	1	0
HIGH SCHOOL GRADUATE	356	1673	4	43	24	14	13	1	2
COLLEGE INCOMPLETE	199	827	6	45	25	7	16	1	1
COLLEGE GRADUATE	262	943	3	52	19	10	11	3	3
UNDER $10,000 HOUSEHOLD INCOME	153	1322	8	36	32	11	8	2	4
$10,000 - $14,999	135	648	5	40	25	11	15	1	3
$15,000 - $19,999	111	503	5	43	24	13	15	1	3
$20,000 - $24,999	126	624	4	47	24	11	12	1	2
$25,000 OR MORE	358	1258	3	47	23	10	13	2	2
$15,000 OR MORE	131	452	2	53	19	8	13	5	2
NORTHEAST	224	956	3	46	17	11	10	2	2
NORTH CENTRAL	263	1255	7	41	27	9	14	1	2
SOUTH	320	1274	6	35	31	11	10	3	4
WEST	194	849	5	39	27	14	12	1	1
WHITE	861	3900	5	44	25	11	11	2	3
BLACK	107	607	9	32	36	10	9	2	3
EMPLOYED	662	2898	3	46	25	11	12	2	2
EMPLOYED FEMALE	251	1143	2	49	25	9	10	2	3
NOT EMPLOYED	339	1774	9	39	29	11	12	1	4
NOT EMPLOYED FEMALE	250	1259	10	33	30	13	10	1	3
PROFESSIONAL/MANAGER/OWNER	246	928	2	52	18	9	15	2	2
WHITE COLLAR - SALES/CLERICAL	141	605	1	50	27	8	11	1	2
BLUE COLLAR - SKILLED	111	522	4	43	28	14	12	0	1
BLUE COLLAR - SEMI/UNSKILLED	156	805	4	39	27	14	11	3	2
SINGLE	191	994	7	48	21	11	12	0	1
MARRIED	658	2760	6	40	27	12	12	2	3
OTHER	146	709	3	42	32	8	10	1	4
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	4	42	26	9	13	2	4
3 OR 4 PEOPLE	439	1920	7	43	26	13	8	2	1
5 OR MORE PEOPLE	122	554	4	40	27	10	17	2	2
NO CHILDREN IN HOUSEHOLD	559	2332	5	43	25	10	13	1	4
CHILDREN UNDER 12	316	1371	7	40	26	13	10	2	2
CHILDREN 12 - 17	195	906	5	44	29	10	10	1	2
URBAN	302	1440	5	42	26	13	11	2	3
SUBURBAN	420	1816	7	44	24	9	13	1	3
RURAL	265	1248	4	40	29	12	10	2	3

Table 13

NEWSPAPER READERSHIP IN PAST FIVE WEEKDAYS:
DEMOGRAPHIC BREAKDOWNS

1. 5 DAYS
2. 4 DAYS
3. 3 DAYS
4. 2 DAYS
5. 1 DAY
6. 0 DAYS
7. DON'T KNOW

	PERCENTAGE BASE UNWTD	WTD	1.	2.	3.	4.	5.	6.	7.
TOTAL PUBLIC	1001	4665	64	6	10	6	7	7	*
HEAD OF HOUSEHOLD	870	4037	65	6	9	7	6	7	*
MALE HEAD OF HOUSEHOLD	443	1986	66	7	9	6	6	6	*
FEMALE HEAD OF HOUSEHOLD	427	2051	64	5	8	7	7	9	*
MALE	500	2266	65	7	9	6	6	6	1
FEMALE	501	2402	62	5	11	6	7	9	*
18 - 24 YEARS OF AGE	159	895	43	10	23	6	8	10	*
25 - 34	265	1087	53	10	13	9	9	7	0
35 - 44	176	681	65	8	7	7	9	4	0
45 - 54	154	707	71	1	7	6	7	7	0
55 - 64	143	699	80	4	4	5	1	5	0
65 OR OLDER	100	691	84	1	1	3	2	9	0
HIGH SCHOOL INCOMPLETE	184	1228	54	6	8	9	8	14	1
HIGH SCHOOL GRADUATE	356	1671	62	6	12	7	8	4	*
COLLEGE INCOMPLETE	199	827	67	7	14	5	3	4	0
COLLEGE GRADUATE	262	943	76	5	7	3	4	5	0
UNDER $10,000 HOUSEHOLD INCOME	153	132	56	4	12	8	8	11	1
$10,000 - 14,999	139	648	56	8	9	9	9	9	1
$15,000 - 19,999	111	543	60	7	11	7	9	5	0
$20,000 - 24,999	126	624	63	8	12	6	6	3	0
$25,000 OR MORE	358	1[illegible]	77	7	8	4	2	2	0
$35,000 OR MORE	131	452	83	8	3	3	1	2	0
NORTHEAST	224	556	67	7	8	7	4	6	1
NORTH CENTRAL	263	1256	66	8	7	5	6	8	0
SOUTH	320	1574	60	4	11	8	8	8	1
WEST	194	884	62	9	14	3	7	5	0
WHITE	861	3900	64	5	10	7	6	8	*
BLACK	107	607	62	7	12	6	8	4	1
EMPLOYED	662	2899	61	8	11	7	6	6	1
EMPLOYED FEMALE	351	1143	54	7	13	7	9	10	*
NOT EMPLOYED	335	1774	67	4	9	6	7	8	0
NOT EMPLOYED FEMALE	250	1255	69	4	8	5	6	8	0
PROFESSIONAL/MANAGER/OWNER	248	528	72	4	8	4	7	5	0
WHITE COLLAR - SALES/CLERICAL	141	608	59	10	14	5	4	7	1
BLUE COLLAR - SKILLED	111	[illegible]	58	13	11	8	5	5	0
BLUE COLLAR - SEMI/UNSKILLED	156	805	51	6	13	10	9	9	2
SINGLE	191	594	52	9	20	5	8	6	0
MARRIED	658	2860	68	6	8	7	6	7	0
OTHER	146	793	62	5	10	7	4	10	2
HOUSEHOLD OF 1 OR 2 PEOPLE	432	2161	65	6	9	6	5	8	1
3 OR 4 PEOPLE	435	1920	61	8	10	8	7	6	0
5 OR MORE PEOPLE	122	554	66	5	13	2	7	7	0
NO CHILDREN IN HOUSEHOLD	559	2732	65	6	9	7	5	7	1
CHILDREN UNDER 12	316	1371	57	7	12	6	9	9	0
CHILDREN 12 - 17	195	900	67	4	12	3	7	7	0
URBAN	302	1400	69	6	8	6	7	4	0
SUBURBAN	420	1816	65	7	8	7	5	8	0
RURAL	265	1348	55	6	14	6	9	9	1

SECTION N

Now, a different topic --

N1. All the major media - TV, radio, newspapers, magazines and direct mail - carry advertising. As I read off each of the media, please tell me, for each one, whether you consider the advertising in this medium as very unbelievable, unbelievable, neither believable nor unbelievable, believable, or very believable.

	VERY UNBELIEVABLE	UNBELIEVABLE	NEITHER	BELIEVABLE	VERY BELIEVABLE	DK
a. Newspapers	1	2	3	4	5	6
b. Magazines	1	2	3	4	5	6
c. Radio	1	2	3	4	5	6
d. Television	1	2	3	4	5	6
e. Direct Mail	1	2	3	4	5	6

N2. Which of these five media would you say has the most believable advertising? Is it (READ LIST)....

1...Direct mail
2...Newspapers
3...Television
4...Radio, or
5...Magazines
(DO NOT READ) 6...All media about equally believable
(DO NOT READ) 7...No opinion

N3. How many days in the past five weekdays did you read or look at a daily newspaper? (DO NOT READ LIST.)

1 5 DAYS
2 4 DAYS
3 3 DAYS
4 2 DAYS
5 1 DAY
6 0 DAYS
7 DON'T KNOW

METHODOLOGICAL NOTE

The following tables are provided for the reader who is interested in obtaining a quick estimate either of the stability of a given percentage or of the significance of the difference between two percentages.

Confidence Intervals for a Given Percentage
(at the 95% confidence level)

N (Base for %)	Reported Percentage 10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
500	2.6	3.5	4.0	4.3	4.4
250	3.7	5.0	5.7	6.1	6.2
200	4.2	5.5	6.3	6.8	6.9
150	4.8	6.4	7.3	7.8	8.0
100	5.9	7.8	9.0	9.6	9.8
50	8.3	11.1	12.7	11.6	13.9
25	11.8	15.7	18.0	19.2	19.6

Example: If a report shows that 20% of all respondents (when N = 500) answer in a particular way, the chances are about 95 out of 100 that the true value is 20% + or - 3.5%, that is, that the range 23.5% - 16.5% contains the true value.

Significance of Differences Between Percentages
(95% confidence level)

Average of the Bases of Percentages Being Compared	Average of Reported Percentages 10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
500	3.7	4.9	5.7	6.1	6.2
250	5.2	7.1	8.1	8.6	8.8
200	5.9	7.8	8.9	9.6	9.8
150	6.8	9.1	10.3	11.0	11.3
100	8.3	11.0	12.7	13.6	13.9
50	11.7	15.7	18.0	19.2	19.7
25	16.7	22.2	25.5	27.2	27.7

Example: A report shows that 33% of all respondents from 30 to 39 years of age use a certain product and that only 27% of all respondents in the 40-to-49 age group use that product. Could this difference be due to chance?

In this example assume an average base of 500 for the represented percentages. The average of the percentages (33 + 27) equals 30% and the difference between the percentages is 6%.

Since 6% is greater than 5.7 (the figure in the table for this base and percentage) the chances are about 95 out of 100 that the product is used more by the 30-39 age group.

The table values are based on an assumption of simple random sampling. The figures may be too large if a stratified sampling technique was used and probably are too small if a cluster sampling technique was utilized. (For formulas used, see McNemar, Psychological Statistics, pages 54, 60.) The second table should be used with extreme caution if the bases being averaged are very different.